



JACK DOYLE

MONROE COUNTY EXECUTIVE

For Immediate Release:
Wednesday, March 14, 2001

DOYLE ANNOUNCES PROACTIVE COMPETITIVE AIR FARE PROGRAM

Delta Air Lines Supports Initiative

Monroe County Executive Jack Doyle today announced that Delta Air Lines will offer two programs to significantly lower fares from the Greater Rochester International Airport (GRIA) as a direct result of his intervention.

Delta is the first local carrier to support Doyle's Proactive Competitive Air Fare Program. This new competitive air fare initiative was targeted at airlines currently serving GRIA and is designed to offer special fares from Rochester that compete with low-fare carriers serving neighboring cities. This pilot program will last for 180 days, with the possibility for extension if local travelers support the effort.

"I am committed to keeping fares from our airport competitive and the new Proactive Competitive Air Fare Program is a creative way to attack this important issue," said Doyle. "I am pleased that Delta has offered these special rates and I am grateful for their willingness to generate consumer support for the airport through the introduction of more competitive air fares."

Doyle's Proactive Competitive Air Fare Program began with an initial, thorough analysis of the potential impact of low fare service in neighboring cities on the Rochester air market. Once this analysis was done, Monroe County prepared customized presentations for those airlines identified at greatest risk for loss of market share.

Doyle and airport personnel then visited these carriers to discuss the Proactive Competitive Air Fare program. Through this effort the County Executive literally traveled 10,812 miles and made six trips to meet with airline executives all across the country.

On November 29, 2000 Doyle visited with Delta Air Lines representatives in Atlanta, GA. Delta responded positively to this meeting and has worked with GRIA officials to identify Proactive Competitive Air Fare initiatives in thirteen markets as a pilot program.

--MORE--

Proactive Competitive Air Fare Program

Page 2

Delta is offering new seven and fourteen-day advance purchase fare products in 13 select Rochester markets. The seven-day advance purchase fares require only a one weeknight stay and average 35% lower than the lowest existing Rochester business fares, providing a very cost effective alternative for business travelers and local employers.

The fourteen-day advance purchase fares, which require a Saturday night minimum stay, are priced only \$20 more than similar fares in Buffalo as of March 13, 2001 and will appeal to leisure passengers who no longer have to drive in search of discount fares.

The Proactive Competitive Air Fare rates will be offered by Delta from GRIA to: Austin, TX; Nashville, TN; Fort Lauderdale, FL; Jackson, MS; Jacksonville, FL; Las Vegas, NV; Orlando, FL; New Orleans, LA; Oakland, CA; Phoenix, AZ; San Antonio, TX; Savannah, GA; and Sacramento, CA.

Delta Fare Comparison (All Fares Shown As Round-Trip)

	New 7-Day AP Fares Averaging 35% Less Than Existing Business Fares*	14-Day AP Fares Only \$20 More Than Comparable Buffalo Fares**
Austin	\$464	\$334
Nashville	\$334	\$204
Ft. Lauderdale	\$310	\$180
Jackson	\$412	\$282
Jacksonville	\$368	\$234
Las Vegas	\$532	\$402
Orlando	\$284	\$170
New Orleans	\$428	\$238
Oakland	\$532	\$402
Phoenix	\$532	\$402
San Antonio	\$476	\$346
Savannah	\$404	\$208
Sacramento	\$532	\$402

*Lowest fare with an advance purchase requirement of 7days with no Saturday night minimum stay requirement.

**Lowest non-sale, non-status fare available for sale; requires a 14-day advance purchase and a Saturday night minimum stay.

--MORE--

“High air fares have a negative impact on everyone and increase the cost of doing business for our local employers,” said Doyle. “To compete in the global marketplace, our local companies need to travel to their customers and high air fares mean higher business costs and a reduced ability to compete. The Proactive Competitive Air Fare Program is a way we can level the playing field and ensure that our local employers remain competitive.”

The county and Delta will partner to promote the program to both leisure and business travelers. Travelers can take advantage of these new fares by contacting their local travel agent or Delta Air Lines (800-221-1212).

Additional carriers are eligible to take part in Doyle’s Proactive Competitive Air Fare Program and the county will continue its recruitment efforts for this initiative.

###

For further information, call:
Communications and Special Events, 428-2380
See us on the Web at www.co.monroe.ny.us